Email Marketing Guide

Basic Nurture Funnel

Nearly every business uses some form of email marketing as part of an overall strategy. I totally get that, and I understand the need for using a small email series in a variety of situations. However, **this guide is about using email marketing as your primary channel for lead generation.** When you hear people talk about setting up a nurture campaign or funnel (or a series of them) this is what they mean.

In order to get people to enter the funnel, you need to entice them with a high-value free offer. *Think of this as a polite form of bribery… you offer value in exchange for an email address.* This is a really common marketing tactic - one that most of us participate in from time to time.

Here's the thing - - > people are pretty savvy. They know you want to market to them. Therefore, they are rather careful about sharing their contact information. That's why I recommend spending time to create an offer that is perfectly aligned with your ideal client *and addresses a primary felt need or problem your client faces.*

Resist the urge to throw together something quickly or to create multiple free offers. Instead, focus your attention on creating something that reflects your best effort… something you could easily charge for if you so desired. Don't worry about giving away your best stuff… just make the freebie valuable and attractive to your prospective clients.

Here's how this nurture funnel system works:

- Prospective clients visit a landing page you create and provide an email address in order to access the free offer. *In the post GDPR world, they must also signal their willingness to receive ongoing marketing.* Will some people take your free offer but fail to give you permission to market? Yes. Consider this a cost of doing business.

- Once you have their permission, you market to them through a series of emails designed to build trust and move them carefully to the point of responding to a call to action.

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Please note - -> Only a small percentage of people who enter your funnel (likely less than 10%) will become a lead. However, those leads are typically very high value… meaning very likely to purchase from you.

Marketing is a long game. If you are looking for immediate results, you will be disappointed.

Implementation Plan for your Nurture Funnel

Review your marketing conversation.

This type of email funnel (and all marketing, honestly) is based on a compelling marketing conversation that follows a predictable format. Before you can build the content for your funnel, it's important to get really clear on the basic elements of your marketing conversation.

Marketing Conversation Format

- Level One - how do clients feel before working with you? (felt need)
- Level Two - why do they feel that way? (define the problem)
- Level Three - what do they need to resolve the problem? (define the solution)
- Level Four - what do you offer as a solution? (call to action)

Create a problem-focused free offer (lead magnet).

Create something simple to consume (ideally within 5-10 minutes) that speaks to a common problem and helps the client…

- recognize the problem or
- understand the problem or
- take a small step toward solving the problem or
- minimize the effects of the problem temporarily.

Remember, the goal of your free offer or lead magnet is to provide value, increase the potential client's awareness of a problem, and establish trust in you as an expert who can solve this type of problem. You want to give the potential client a small, positive feeling - a quick win, a sense of accomplishment, a new thought.

POSSIBLE LEAD MAGNETS INCLUDE:

- Diagnostic quizzes/surveys (how to know you have the problem)
- Checklists / cheat sheets (how to deal with the problem temporarily)
- “How to” PDF (how to fix a part of the problem on your own/DIY)
- Short video (information about the problem)
- Educational email series (information about the problem)
- App or tool (to help deal with the problem)
- Resource list (so you can maybe solve the problem on your own if you try hard

Create a landing page for your free offer.

Create a simple landing page so people can provide their email address and get access to your free offer. You can use a provider like LeadPages for this or you can create something through your email provider/platform or add a permanent landing page to your website.

Warning - - > Keep the landing page simple. Don’t try to sell anything… just focus on getting contact information (name/email address) in exchange for the lead magnet and GDPR permission to market.

Don’t over-sell your freebie either. Just a simple invitation with a little language about how the item you’re offering will help your potential client is enough. You don’t want to seem desperate.

Create a simple thank you page and/or email.

Once people share their contact information, it is important to thank them and provide access to the freebie as quickly as possible. To do this, you can create a simple thank you page with a short message from you and a download link. Or - if you prefer - you can create an email autoresponder with a short thank you message and a download link. It’s up to you.

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Create a short email series. (This is your nurture campaign.)

The freebie is focused on the problem. The people who opt in for it have “raised their hand” to let you know they are interested in solving the problem you’ve presented. *They are simply interested people, not qualified leads.* The email nurture series is designed to build on their interest and continue the marketing conversation.

Each email in the series has a single purpose. Ideally, the emails are sent in relatively close succession (2-3 days apart) over a few weeks. They are short, friendly, and impactful - with a conversational tone that matches the voice of your brand.

HERE’S A SUGGESTED EMAIL PLAN:

- Email one (problem focused): discuss the problem and how to use the freebie
- Email two (problem focused): introduce yourself and your business, share your experience with this problem
- Email three (define the problem): refer back to your experience with the problem and share what you “discovered” or “realized” that lead to a solution. This is how you define the problem for your clients.
- Email four (solution focused): discuss the solution and how you (or others) experienced the solution. Use a simple invitation to learn more as a call to action.
- Email five (solution focused): talk about what it feels like after the solution happens. This is a before/after email or a case study email. The goal is to cast a vision for life after the problem is solved. Use a simple invitation to learn more as a call to action.
- Email six (Sales/CTA): talk about your work and specifically how you help people solve this exact problem by working with you. Resist the urge to talk in great detail about deliverables. Instead, talk about benefits. Invite people to contact you/schedule a call as a call to action.
- Email seven (Sales/CTA): share testimonials from former clients. Invite people to contact you/schedule a call as a call to action

Transition leads to your sales system.

At any point in the above series of emails, a potential client can respond to a call to action and reach out to you in some way. It’s important to remove them from your email funnel at that point so they do not continue to receive emails in this series.

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READY TO LEARN MORE? CHECK OUT THESE RESOURCES.

- *Email Persuasion* by Ian Brodie
- *Audience: Marketing in the age of Subscribers, Fans, and Followers* by Jeffrey K. Rohrs
- *The Rebel's Guide to Email Marketing* by DJ Waldow and Jason Falls

Interested in learning more about how you can use the power of email marketing to generate leads, sell products and services, and keep your business in front of your ideal clients? Contact Michelle Hunter Creative to schedule a conversation.